

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method, comprising:

broadcasting meta-data to a plurality of client systems, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;

processing the meta-data at each of at least a portion of the plurality of client systems to generate an automatic content-rating interface at that client system via which content ratings corresponding to the specific pieces of broadcast programming content may be obtained;

obtaining the content ratings for the specific pieces of broadcast programming content via the automatic content-rating interface;

receiving the content ratings from the plurality of client systems; and

automatically broadcasting a selected portion of the specific pieces of broadcast programming content to the plurality of client systems during the future broadcast, the selected portion of the specific pieces of broadcast programming content automatically selected in response to the content ratings received from the plurality of client systems,  
wherein the content ratings are automatically generated based on attribute relevance value and believability factor.

2. (Previously Presented) The method of claim 1 wherein the selected portion of the specific pieces of broadcast programming content that are broadcast are pieces of broadcast programming content having higher content ratings than a remaining portion of pieces of broadcast programming content that are not selected for broadcast.

3. (Cancelled)

4. (Previously Presented) The method of claim 1 further comprising broadcasting a broadcast schedule of the selected portion of the specific pieces of broadcast programming content prior to broadcasting the selected portion.

5. (Previously Presented) The method of claim 1 further comprising broadcasting a broadcast schedule of the meta-data prior to broadcasting the meta-data to the plurality of client systems.

6. (Previously Presented) The method of claim 1 wherein broadcasting the selected portion to the plurality of client systems comprises broadcasting one of the specific pieces of broadcast programming content having a higher rating prior to broadcasting one of the specific pieces of broadcast programming content having a lower rating.

7. (Currently Amended) A method, comprising:  
receiving, at a client system, meta-data broadcast by a broadcast system, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;

obtaining automatically generated ratings via a content rating table for at least one of the specific pieces of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via the client system;

transmitting the ratings to the broadcast system; and

automatically receiving a second plurality of pieces of broadcast programming content broadcast by the broadcast system during the future broadcast, the second plurality of pieces of broadcasting programming content including at least a portion of the specific pieces of broadcasting programming content,  
wherein the content ratings are automatically generated based on attribute relevance value and believability factor.

8. (Previously Presented) The method of claim 7 further comprising:  
receiving a meta-data broadcast schedule broadcast by the broadcast system; and  
activating the client system in response to the meta-data broadcast schedule to receive the meta-data when it is broadcast by the broadcast system.

9. (Cancelled)

10. (Currently Amended) A method, comprising:  
receiving, at a client system, meta-data broadcast by a broadcast system, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;

automatically rating, in response to a content rating table, at least one of the specific pieces of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via the client system;

transmitting the ratings to the server system;

receiving a broadcast schedule of a second plurality of pieces of broadcast programming content to be broadcast by the broadcast system during the future broadcast, the second plurality of pieces of broadcasting programming content including at least a portion of the specific pieces of broadcasting programming content; and

automatically receiving, based on the content rating table, a portion of the second plurality of pieces of broadcast programming content broadcast by the broadcast system during the future broadcast,

wherein the ratings are automatically generated based on attribute relevance value and believability factor.

11. (Previously Presented) The method of claim 10 further comprising:  
receiving a meta-data broadcast schedule broadcast by the broadcast system; and  
activating the client system in response to the meta-data broadcast schedule to receive the meta-data when it is broadcast by the broadcast system.

12. (Previously Presented) The method of claim 10 further comprising receiving a broadcast schedule of the second plurality of pieces of broadcast programming content prior to selectively receiving the portion of the second plurality of pieces of broadcast programming content.

13. (Cancelled)

14. (Currently Amended) An apparatus, comprising:  
a processor having circuitry to execute instructions;  
a communications interface coupled to the processor, the communications interface coupled to broadcast data to a plurality of client systems, the communications interface further coupled to receive data from the plurality of client systems;  
a storage device coupled to the processor, having sequences of instructions stored therein, which when executed by the processor cause the processor to  
broadcast meta-data to the plurality of client systems, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;  
receive automatically generated content ratings for the specific pieces of broadcast programming content from the plurality of client systems, the content ratings for each specific piece of broadcast programming content being identified by corresponding meta-data; and  
automatically broadcast a selected portion of the specific pieces of broadcast programming content to the plurality of client systems during the future broadcast in response to the ratings received from the plurality of client systems,  
wherein the content ratings are automatically generated based on attribute relevance value and believability factor.

15. (Previously Presented) The apparatus of claim 14 wherein the selected portion includes pieces of broadcast programming content having higher content ratings than a remaining portion of pieces of broadcast programming content that are not selected for broadcast.

16. (Previously Presented) The apparatus of claim 14 wherein the processor is further caused to broadcast a broadcast schedule of the portion of the specific pieces of broadcast programming content prior to broadcasting the portion of the specific pieces of broadcast programming content.

17. (Previously Presented) The apparatus of claim 14 wherein the processor is further caused to broadcast a broadcast schedule of the meta-data prior to broadcasting the meta-data to the plurality of client systems.

18. (Currently Amended) An apparatus, comprising:  
a processor having circuitry to execute instructions;  
a communications interface coupled to the processor, the communications interface coupled receive data broadcast from a broadcast system, the communications interface further coupled to transmit data to the broadcast system;  
a storage device coupled to the processor, having sequences of instructions stored therein, which when executed by the processor cause the processor to  
receive meta-data broadcast by a broadcast system, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;  
automatically rate, in response to a content rating table, at least one of the specific pieces of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via the apparatus;

transmit the ratings of the at least one of the specific pieces of broadcast programming content to the broadcast system;

automatically receive a second plurality of pieces of broadcast programming content broadcast by the broadcast system during the future broadcast, the second plurality of pieces of broadcasting programming content including at least a portion of the specific pieces of broadcasting programming content; and

automatically store, based on the content rating table, one or more of the second plurality of pieces of broadcast programming content broadcast by the broadcast system,  
wherein the content ratings are automatically generated based on attribute relevance value and believability factor.

19. (Previously Presented) The apparatus of claim 18 wherein the processor is further caused to:

receive a meta-data broadcast schedule broadcast by the broadcast system; and

activate the client system in response to the meta-data broadcast schedule to receive the meta-data when it is broadcast by the broadcast system.

20. (Cancelled)

21. (Currently Amended) An apparatus comprising:

a processor having circuitry to execute instructions;

a communications interface coupled to the processor, the communications interface coupled receive data broadcast from a broadcast system, the communications interface further coupled to transmit data to the broadcast system;

a storage device coupled to the processor, having sequences of instructions stored therein, which when executed by the processor cause the processor to

receive meta-data broadcast by a broadcast system, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;  
automatically rate, in response to a content rating table, at least one of the specific pieces

of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via the apparatus;  
transmit the ratings to the broadcast system;

receive a broadcast schedule of a second plurality of pieces of broadcast programming content to be broadcast by the broadcast system during the future broadcast, the second plurality of pieces of broadcasting programming content including at least a portion of the specific pieces of broadcasting programming content;

automatically receive, based on the content rating table, a portion of the second plurality of pieces of broadcast programming content broadcast by the broadcast system; and

automatically store the portion of the second plurality of pieces of broadcast programming content broadcast by the broadcast system,

wherein the ratings are automatically generated based on attribute relevance value and believability factor.

22. (Previously Presented) The apparatus of claim 21 wherein the processor is further caused to:

receive a meta-data broadcast schedule broadcast by the broadcast system; and

activate the client system in response to the meta-data broadcast schedule to receive the meta-data when it is broadcast by the broadcast system.

23. (Previously Presented) The apparatus of claim 21 wherein the processor is further caused to receive a broadcast schedule of the second plurality of pieces of broadcast programming content prior to selectively receiving the portion of the second plurality of pieces of broadcast programming content.

24. (Currently Amended) A tangible machine-readable storage medium having instructions stored thereon, which when executed by a processor cause the processor to

broadcast meta-data to a plurality of client systems, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but

which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content; receive automatically generated content ratings for the specific pieces of broadcast programming content from at least a portion of the plurality of client systems; and automatically broadcast a selected portion of the specific pieces of broadcast programming content to the plurality of client systems during the future broadcast in response to the ratings received from the one or more client systems, wherein the content ratings are automatically generated based on attribute relevance value and believability factor.

25. (Previously Presented) The tangible machine-readable storage medium of claim 24 wherein the selected portion of the specific pieces of broadcast programming content that are broadcast during the future broadcast are pieces of broadcast programming content having higher content ratings than a remaining portion of pieces of broadcast programming content that is not selected for broadcast.

26. (Currently Amended) A tangible machine-readable storage medium having instructions stored thereon, which when executed by a processor cause the processor to receive meta-data broadcast by a broadcast system, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content; automatically rate, in response to a content rating table, at least one of the specific pieces of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via a client system containing the processor;

transmit the ratings to the broadcast system;

automatically receive a second plurality of pieces of broadcast programming content broadcast by the server system during the future broadcast, the second plurality of pieces of



broadcasting programming content including at least a portion of the specific pieces of broadcasting programming content; and

automatically store, based on the content rating table, one or more of the second plurality of pieces of broadcast programming content broadcast by the broadcast system, wherein the ratings are automatically generated based on attribute relevance value and believability factor.

27. (Previously Presented) The tangible machine-readable storage medium of claim 26 wherein the processor is further caused to:

receive a meta-data broadcast schedule broadcast by the broadcast system; and

activate a client system containing the processor in response to the meta-data broadcast schedule to receive the meta-data when it is broadcast by the broadcast system.

28. (Currently Amended) A system, comprising:

a broadcast system; and

one or more client systems coupled to the broadcast system;

wherein the broadcast system is coupled to broadcast meta-data to a plurality of client systems, the meta-data including titles of specific pieces of broadcast programming content being considered for future broadcast, but which have not yet been scheduled in a future broadcast, the meta-data further including sets of descriptors and/or attributes describing the specific pieces of broadcast programming content;

wherein the plurality of client systems are coupled to rate in response to a content rating table one or more of the specific pieces of broadcast programming content described by the meta-data, the content rating table generated using the meta-data and containing automatically generated ratings derived from observation of pieces of broadcast programming content having similar descriptors and/or attributes to the descriptors and/or attributes included in the meta-data that have been previously accessed via that client system;

wherein the one or more client systems are coupled to transmit to the broadcast system the ratings;

wherein the broadcast system is coupled to automatically select a portion of the specific pieces of broadcast programming content in response to the ratings received from the plurality of client systems; and

wherein the broadcast system is further coupled to automatically broadcast the selected portion of the specific pieces of broadcast programming content, and

wherein the ratings are automatically generated based on attribute relevance value and believability factor.

29. (Previously Presented) The system of claim 28 wherein each one of the plurality of client systems is coupled to selectively store a portion of the selected portion of the specific pieces of broadcast programming content in response to a content rating table associated with each respective one of the plurality of client systems.

30. (Previously Presented) The system of claim 28 wherein each one of the plurality of client systems is coupled to selectively receive a portion of the selected portion of the specific pieces of broadcast programming content in response to a content rating table associated with each respective one of the plurality of client systems.

31. (Previously Presented) The method of claim 7 further comprising storing, based on the content rating table, a portion of the second plurality of pieces of broadcast programming content broadcast by the broadcast system.

32. (Previously Presented) The method of claim 10 further comprising storing the portion of the second plurality of pieces of broadcast programming content broadcast by the broadcast system.